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WORD-OF-MOUTH

Chins—yes, chins—expound on Crunch Fitness and some of its new classes in a new TV campaign by DiMassimo Brand Advertising.

Nine 15- and 30-second spots, featuring upside-down chins decorated with taped-on “eyes” and “hair” (well, actually an actor’s goatee) began rolling out last week. Each chin appears on a hand-drawn background of life at Crunch gyms.

One ad details the yoga classes one can take. “There’s this one kind called Laughing Lotus, where you make yourself laugh and then do stuff like this,” the chin says, her tongue stretching out. Another shows a chin lauding Crunch’s yoga classes—in Vietnamese. A third shows a one-eyed chin who says she feels uncomfortable at some gyms, but adds that she feels OK at Crunch.

Each spot ends with the “No judgements” tagline.

The work seeks to promote word-of-mouth about the classes while touting them as fun, social places where folks can feel comfortable, said Mark DiMassimo, president/ecd at the New York shop. “It’s more of an entertainment venue than a gym,” he said.

The spots are airing on cable stations such as E!, MTV and TNT, in markets that include New York, Los Angeles and Chicago. The effort also includes print and outdoor.

—Simon Butler

